

APPLICANT(S): Heilper et al.
SERIAL NO.: 10/813,459
FILED: March 30, 2004
Page 2

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AMENDMENTS TO THE CLAIMS

Kindly amend the claims as follows:

1. (Currently Amended) The method according to claim 26 and wherein said tracking comprises:

electronically receiving new ownership information about at least one retail product to be physically transferred to a new owner;

electronically registering ownership of said at least one retail product to said new owner; and

when requested, providing verification that a retail entity selling a retail product of interest is registered as the owner of said retail product.

2. (Original) The method according to claim 1 and wherein said electronic transferring comprises communicating along a substantially secure communications line.

3. (Currently Amended) The method according to claim 1 and also comprising having a unique article number assigned to each said at least one retail product.

4. (Original) The method according to claim 3 and also comprising having said unique article number encoded.

5. (Original) The method according to claim 3 and also comprising having said unique article number encoded as a bar code.

6. (Currently Amended) The method according to claim 1 and wherein said retail entity is a store.

7. (Currently Amended) The method according to claim 26 and wherein said tracking comprises:

registering ownership of at least one retail product when said at least one retail product is physically transferred to a new owner;

receiving a retail product identification code associated with an retail product to be verified from a possible owner; and

APPLICANT(S): Heilper et al.
SERIAL NO.: 10/813,459
FILED: March 30, 2004
Page 3

generating a certificate of authenticity of said retail product to be verified if
said retail product identification code is registered to said possible owner.

8. (Currently Amended) The method according to claim 7 and wherein said retail
product identification code comprises a unique article number assigned to each said at
least one retail product.

9. (Original) The method according to claim 7 and wherein said possible owner
comprises a store.

10. (Original) The method according to claim 7 and wherein said receiving comprises
communicating along a substantially secure communications line.

11. (Currently Amended) A counterfeit detection method comprising:
reading a label on a retail product; and

providing a certificate of authenticity of said retail product if an identification
code encoded in said label and identifying said retail product is registered by
a third party authority to a store from which said retail product was bought.

12. (Original) The method according to claim 11 and wherein said electronically reading
comprises scanning said label with a bar code reader.

13. (Original) The method according to claim 11 and wherein said identification code is
one of the following code types: one-dimensional bar code, two-dimensional bar code,
RFID tag and a magnetic tag.

14. (Original) The method according to claim 11 and wherein said providing occurs at
said store.

15. (Currently Amended) A counterfeit detection method comprising:
in a store, electronically reading a label on a desired retail product;
transmitting a retail product identification code encoded in said read label to
an authentication unit;
receiving an indication from said authentication unit whether or not said retail
product identification code is registered to said store; and

APPLICANT(S): Heilper et al.
SERIAL NO.: 10/813,459
FILED: March 30, 2004
Page 4

if said indication is positive, generating a certificate of authenticity for said desired retail product.

16. (Original) The method according to claim 15 and wherein said electronically reading comprises scanning said label with a bar code reader.

17. (Original) The method according to claim 15 and wherein said identification code is one of the following code types: one-dimensional bar code, two-dimensional bar code, RFID tag and a magnetic tag.

18. (Currently Amended) An apparatus comprising:

a storage unit to store information about authentic retail products and their authorized owners; and

a unit to receive queries regarding a retail product and a holder of said retail product and to provide verification of authenticity of said retail product, if said holder is registered in said storage unit as the authorized owner of said retail product.

19. (Original) The apparatus of claim 18 and also comprising an update unit to register a change in said authorized owner.

20. (Original) The apparatus of claim 18 and also comprising a communications unit to communicate with said owners along a substantially secure communications line.

21. (Original) A point of sale unit capable of communicating said queries to the apparatus of claim 18.

22. (Currently Amended) A point of sale unit comprising:

a reader to read a label attached to a retail product; and

a unit to query an authentication unit to certify that the authorized owner of said retail product is the owner registered in said point of sale unit.

23. (Original) The unit according to claim 22 and also comprising a display unit to display verification or denial of authenticity, according to results of said query.

APPLICANT(S): Heilper et al.

SERIAL NO.: 10/813,459

FILED: March 30, 2004

Page 5

24. (Original) The unit according to claim 22 and also comprising a printer to print a certificate of authenticity, if said results of said query are positive.

25. (Original) The unit according to claim 22 and wherein said reader comprises one of the following readers: a one-dimensional bar code reader, a two-dimensional bar code reader, an RFID tag reader, and a magnetic tag reader.

26. (New) A method comprising:

tracking title to retail products.